

Asad Farooq Qureshi

Data Driven Digital Marketing Professional

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Professional Summary

With 4+ years of professional experience, I specialize in Digital Marketing, GenAI, Distribution and Revenue Management. Having worked with international and local clients, I bring a versatile skill set to the table. Right now, I am continually learning about new AI technologies and exploring how they can be integrated into marketing practices and processes to enhance efficiency, streamline operations, and maximize profitability.

Areas of Expertise

- Social Media Marketing
- HubSpot Automation
- WordPress Development
- Google Analytics
- Meta Business Suite
- Data Analysis
- GenAI
- OTA Management
- Business Development

Professional Experience

Marketing Manager – The Rae Team – USA (Remote)

Jan 2024 – May 2024

- Led digital marketing efforts, including social media management, paid ads, and video production (SF and LF videos).
- Developed and managed the company website on WordPress, optimizing user experience and content.
- Leveraged GenAI to create AI Avatars, enhancing operational efficiency, saving resources, and maximizing impact.
- Hosted and managed multiple live webinars with an average attendance of 300+ participants.
- Conducted market research to produce videos on trending topics, launched and grew the company's YouTube channel to 1.66k subscribers within two months.
- Designed and implemented email campaigns in SendGrid, increasing company awareness among potential customers and over 300,000 real estate agents in the US.

Marketing Executive – Ascendant – Islamabad

Revenue and Distribution

Jun 2023 – Nov 2023

- Conducted an audit of 1,600+ properties, categorizing them into key and priority accounts, optimizing property scores from 50-60% to over 90% for maximum revenue generation.
- Initiated reconciliation processes, successfully recovering \$40,000 from Expedia and \$5,000 from Agoda.
- Tripled bookings for Orangeloft by optimizing listings across major OTAs, implementing dynamic pricing strategies, and running targeted promotions.
- Managed stop sell, rates, and inventory updates based on property status, competitor activity, economic and political conditions, and seasonal trends.
- Resolved complex queries from sales, customer service departments, and hoteliers across Pakistan, ensuring smooth operations.
- Created and optimized property listings on major OTAs, including Booking.com, Expedia, Agoda, and Trip.com.

Digital Marketing & Analytics

Oct 2022 – Nov 2023

- Analyzed and reported on PC Hotel's mobile app performance using Google Analytics, delivering actionable insights on user behavior, conversion funnels, and marketing activities; created reports shared with the Hashoo Group board.
- Identified critical discrepancies in ad targeting, revealing a 60% churn rate for Android users versus 15% for iOS; recommended a strategic shift to focus on iOS users for higher ROI.
- Managed social media accounts for Ascendant and Roomph, significantly increasing engagement by focusing on Instagram Reels, with one reel reaching 289k views.
- Authored and published case studies on LinkedIn, showcasing company successes and industry insights.
- Managed the "Hospitality, Chai, or Aap" campaign, producing educational videos on revenue management, property management systems, and hospitality industry challenges in Pakistan.
- Executed email marketing campaigns via Moosend and SendGrid, distributing "Room Nights Reports" and "Production Reports" to hoteliers on a weekly and monthly basis.
- Utilized WATI and Lifetime SMS to broadcast promotions and discounts on WhatsApp and SMS, conducting A/B testing to optimize message effectiveness.
- Collaborated with local partners like PIA, Jazz Musafir, Golootlo, HBL, Faysal Bank, and BookMe for promotional campaigns and updates.

Researcher – Center for Advanced Electronics and Photovoltaic Engineering

Jan 2019 – Mar 2020

- Researched CdZnTe thin films, CdTe solar cells, graphene, and InGaAsP; developed supercapacitors and a nano-ammeter, contributing to published research.

Marketing and HR Specialist – Youth Impact – Islamabad

Apr 2017 – Dec 2018

- Collaborated with 30+ universities across Pakistan to recruit students for the Markhor program, facilitating scholarships through various brands.
- Led social media campaigns, including countdowns, early bird specials, and FOMO-driven promotions, to boost participation in the Markhor program.

Professional Certificates

1. Fundamentals of Digital Marketing	Google
2. Ask Questions to Make Data-Driven Decisions	Google
3. Foundations: Data, Data, Everywhere	Google
4. The Fundamentals of Revenue Management	ESSEC Business School
5. The Fundamentals of Hotel Distribution	ESSEC Business School

Education

Master of Business Administration (Marketing) – FAST NUCES, Islamabad	2022
Bachelor of Science in Electrical Engineering – FAST NUCES, Islamabad	2018